

## **ABSTRACT**

The sustainable development of the Indonesian nation can be achieved, among other factors, through education. Higher education in Indonesia certainly has standards that must be implemented to create good educational quality. The purpose of this study is to understand the implementation of the National Education Standards. (SN Dikti) through organizational communication management strategies at the Quality Assurance Unit (SPM) at Telkom University. This research analyzes in depth the processes of planning, implementation, communication, and evaluation carried out by SPM. This study employs a case study methodology, a constructivist paradigm, and a qualitative method. In-depth interviews, literature reviews, and observation are the methods of data gathering used in this study. The result of this research is the existence of a communication management strategy that has been implemented by Telkom University as an effort to implement quality assurance based on the standards set by SN Dikti. Through a communication management strategy, the Quality Assurance Unit has successfully implemented SN. Dikti, guaranteeing that all parties contribute to the enhancement of educational quality and serving as an important tool in evaluating the efficacy of faculties and study programs.

**Keywords:** SN Dikti, Management Strategy, Organizational Communication, Quality Assurance